

ORDER FOR SUPPLIES OR SERVICES

PAGE OF PAGES

IMPORTANT: Mark all packages and papers with contract and/or order numbers.

1. DATE OF ORDER		2. CONTRACT NO. (If any) GS-35F4797H		6. SHIP TO:	
3. ORDER NO. 1538		4. REQUISITION/REFERENCE NO. PR-HQ-10-13092		a. NAME OF CONSIGNEE SUSAN H. JULIUS, TOPO	
5. ISSUING OFFICE (Address correspondence to) Environmental Protection Agency 8601P		b. STREET ADDRESS 1200 PENNSYLVANIA AVE, NW 8601P		c. CITY WASHINGTON	
7. TO:		d. STATE DC		e. ZIP CODE 20460	
a. NAME OF CONTRACTOR CGI FEDERAL INC		b. COMPANY NAME		f. SHIP VIA	
c. STREET ADDRESS 12601 FAIR LAKES CIRCLE		d. CITY Fairfax		e. STATE VA	
		f. ZIP CODE 22033		8. TYPE OF ORDER	
9. ACCOUNTING AND APPROPRIATION DATA See Attached		10. REQUISITIONING OFFICE Same as Block 6		<input type="checkbox"/> a. PURCHASE REFERENCE YOUR: _____ Please furnish the following on the terms and conditions specified on both sides of this order and on the attached sheet. If any, including delivery as indicated.	
11. BUSINESS CLASSIFICATION (Check appropriate box(es))		<input type="checkbox"/> a. SMALL <input checked="" type="checkbox"/> b. OTHER THAN SMALL <input type="checkbox"/> c. DISADVANTAGED <input type="checkbox"/> d. WOMEN OWNED		<input checked="" type="checkbox"/> b. TASK -- Except for billing instructions on the reverse, this task order is subject to instructions contained on this side only of this form and is issued subject to the terms and conditions of the above-numbered contract.	
12. F.O.B. POINT Same as Block 6		14. GOVERNMENT B/L NO.		15. DELIVER TO F.O.B. POINT ON OR BEFORE (Date)	
13. PLACE OF				16. DISCOUNT TERMS N/A	
a. INSPECTION Same as Block 6		b. ACCEPTANCE Same as Block 6			

17. SCHEDULE (See reverse for Rejections)

ITEM NO. (a)	SUPPLIES OR SERVICES (b)	QUANTITY ORDERED (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)	QUANTITY ACCEPTED (g)
	See Attached					
SEE BILLING INSTRUCTION S ON REVERSE	18. SHIPPING POINT	19. GROSS SHIPPING WEIGHT	20. INVOICE NO.			17(h). TOT. (Cont. pages)
	21. MAIL INVOICE TO:					
	a. NAME U.S. Environmental Protection Agency					
	b. STREET ADDRESS (or P.O. Box) RTP-Finance Center (D143-02) 109 T.W. Alexander Drive			\$285,767.77	17(i). GRAND TOTAL	
	c. CITY Durham	d. STATE NC	e. ZIP CODE 27711			

Support for ORD NCEA GCRP's Communications Plan and Products and Web Design

Contract: GS-35F4797H, Task Order: 1538

Lead PR Number: PR-HQ-10-13092

Summary Information

Title: Support for ORD NCEA GCRP's Communications Plan and Products and Web Design
Period of Performance: From: 09/17/10 To: 09/16/11
Award Date:
Total Funding: \$187,633.24

Accounting/Appropriation Data

POP	DCN	BFYS	Fund	Org	PRC	Site/ Project	Cost Org	Obj Clss	Amount	P / C
Base	2H9X79	10	C	262H000	404FB1A	00000000		2532	\$187,633.24	P

Funding Breakout

Acct.Info	Funding Category	Amount
FY2010 - 2H9X79	Cost Ceiling	\$187,633.24
Total:		\$187,633.24

Procurement Management Roles

TASK ORDER PROJECT OFFICER:

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Cost/Price Schedule

CLIN#	POP	Item Description	Unit	Quantity	Price	Total
0001	Base	Ceiling	\$ (Dollars)	187,634	\$1.00	\$187,634.00
1001	Opt 1	Ceiling	\$ (Dollars)	98,134	\$1.00	\$98,134.00

Task Order Totals

	Category	POP	Hours	Amount
Base	Ceiling	09/13/10 - 12/31/11	2,000 Hrs	\$187,633.53
Opt 1	Ceiling	01/01/12 - 12/31/12	1,000 Hrs	\$98,134.24

PERFORMANCE WORK STATEMENT (PWS)

Support for NCEA GCRP's Communications Plan and Products and Web Design

PERIOD OF PERFORMANCE: Task Order Award – December 31, 2012 including options

BACKGROUND AND OBJECTIVES:

The Office of Research and Development (ORD)/National Center for Environmental Assessment's (NCEA's) Global Change Research Program (GCRP) assesses the consequences of global change for water quality, aquatic ecosystems, air quality, and human health. The NCEA GCRP assists local, state, regional, and national managers and decision makers in understanding vulnerability to climate change and evaluating adaptation options for protecting water and air quality, aquatic ecosystem services, and human health from adverse impacts of global change. These activities not only contribute to achieving EPA's mission, but also the mission of the U.S. Global Change Research Program.

The purpose of this Statement of Work (SOW) is to support NCEA GCRP in enhancing the Program's presence and outreach efforts through its communication products and its public Web site and staff Intranet. The types of services needed include: (1) development and implementation of a communications plan (including marketing/promotion services); (2) evaluation of, development of, and continuing technical support for NCEA GCRP's internal and external web site and tools and; (3) development of file structure and file naming convention to organize all NCEA GCRP's files, including all products and tools. The audiences for NCEA GCRP's information include: EPA's offices, regions, and programs, the public, water resource managers, environmental resource managers, academics and other research scientists, state and local agencies, other Federal Government agencies (e.g., USGS, NOAA, USFWS, USFS, USACOE), Congress, the media, NGOs (e.g., environmental, watershed groups), professional societies, and industry.

For further information about the program, see www.epa.gov/ncea/global.

Note: The NCEA GCRP web site is hosted on a server maintained by EPA.

TASKS:

The major tasks are as follows:

1. Establish communication
2. Evaluate NCEA GCRP web site, wiki, and products
3. Develop communications plan
4. Conduct file analysis for NCEA GCRP's files
5. Develop branding for NCEA GCRP products (excluding development of a logo)
6. Produce near-term priority communications products
7. Develop web site pages and materials (508 compliant)
8. Conduct quality control
9. Market and promote web site
10. Track and evaluate performance
11. Prepare for transition and TO closeout

Task 1. Establish communication

The contractor shall schedule an initial conference call within one week of the award of the task order (TO). This call shall include relevant members of the project team to discuss all tasks.

Deliverable 1: Notes and action items from the initial conference call, 1 week after the call is held.

Task 2. Evaluate NCEA GCRP web site, wiki, products

2.1. The purpose of this review is to gain an understanding of the Program's history, focus, goals and growth/change over time, and the kinds of information that need to be featured on the NCEA GCRP web site. The contractor shall review the NCEA GCRP external web site (found at www.epa.gov/ncea/global), and GCRP reports and papers (those that are in the science inventory and those that have not yet been entered into the science inventory). The contractor shall also read the external review draft paper entitled "A Research Strategy for Wetlands and Urban Ecosystems," the Global Change Research Strategy, the ORD Global Multi-Year Plans (2003, 2008, and the most recent draft available), the BOSC final materials and presentations from their 2005 review, programmatic and regional presentations, and other materials supplied by the TOCOR. Based on an evaluation of the web site and GCRP products, the contractor shall provide a summary for the TOCOR of the Program's substantive themes and the audiences for such information.

Deliverable 2.1: Draft summary memo 4 weeks after receiving all materials from the TOCOR. Final summary memo one week after receiving comments from the TOCOR.

2.2. The contractor shall schedule a day-long meeting with GCRP to determine:

- The overall role of the web site within NCEA and within the ORD Global program
- Any special circumstances that must be considered in planning and developing GCRP's web site
- Whether the site is to be a portal or terminal site
- The site's functions
- The site's central theme
- The target users
- The principles of the GCRP web site
- Outreach definition
- Outreach goals

The contractor shall summarize the results of this meeting in a memo to the TOCOR. The results of this meeting will help to guide the development of a communications plan under Task 3 below.

Deliverable 2.2: Draft summary of day-long meeting, 1 week after meeting is held.
Final summary 1 week after receiving comments from the TOCOR.

2.3. Based on the meeting with GCRP staff and an evaluation of GCRP products, the contractor shall assess the effectiveness of the web site to achieve GCRP's stated objectives. This evaluation may include the following elements:

- Marketing effectiveness

- Design
- Messaging
- Navigation
- Organizational structure
- Content
- Conversion paths
- Site visitor engagement
- Ability to be found by your target audience
- Usability
- Load time

The contractor shall also become familiar with EPA web site guidelines and requirements, and shall review information on good web design including highly rated scientific web sites, and other web sites (internal and external) with information similar to, or relevant to NCEA GCRP topics. The contractor shall produce a summary of the results of the web site evaluation and provide recommendations for improving its design in order to better achieve NCEA GCRP goals, reach relevant audiences, and improve effectiveness of the web site based on good web design principles. The recommendations may be in the form of a web site storyboard that identifies objectives for the site, targeted audiences, and functions, and depicts content organization and information architecture.

Deliverable 2.3: Draft summary memo with the evaluation and recommendations 2 weeks after completing Task 2B. Final summary memo 1 week after receiving comments from the TOCOR.

Task 3. Development of communications plan

The contractor shall develop a communications plan for NCEA GCRP that shall include the following:

- Outreach definition – e.g., outreach in GCRP is defined as mutually beneficial information exchange between GCRP and its audiences and partners. GCRP outreach activities: share information on climate change vulnerability and adaptation; foster productive relationships; promote knowledgeable responses to the challenges presented by climate change through provision of information, tools and data; and communicate GCRP expertise in ways that advance the Program’s mission and the public good.
- Primary outreach goals, include but are not limited to:
 - Outreach to Congress: to raise visibility, credibility, through targeted outreach to elected officials
 - Outreach to Partners: to maintain/increase support with partners that can advocate on our behalf
 - Internal Outreach: create awareness and support for GCRP among EPA and Program Offices leadership
 - Outreach to the Public and Media: to improve visibility and understanding of GCRP mission, expertise and accomplishments with the public
- Tools for each goal (e.g., web pages, visualization techniques/tools, wikis, podcasts, brochures, etc.)
- Specific target audiences for each goal
- Strategies for each goal
- Deliverables for each goal

The contractor shall deliver a draft and final communications plan to the TOCOR that includes, at a minimum, the elements above.

Deliverable 3: Draft communications plan 4 weeks after completing Task 2c. Final communications plan 1 week after receiving comments from the TOCOR.

Task 4. Conduct file analysis for NCEA GCRP resources

Currently, NCEA GCRP has a directory on the NCEA Local Area Network (labeled Global P) that has a number of files used by the Program. However, the file structure is not systematic, comprehensive, or cohesive, and it does not meet the Program's needs. Some files are outdated, some are filed in duplicate places or misfiled. The TOCOR will supply the contractor with a printout of the existing file structure (with file folder names and file names). Based on the review of GCRP products and workplans (done under Task 2 above), EPA rules about maintaining official government records, and any relevant portions of the communications plan (developed under Task 3 above), the contractor shall develop a draft file structure and file naming convention to organize all of NCEA GCRP's files that will include products and reports, tools, presentations, work assignments, and other administrative and substantive work products, processes, and tasks. NCEA GCRP will use this file structure to reorganize the GlobalP directory accordingly.

Deliverable 4: Draft results of file analysis, including proposed file structure and file naming convention 2 weeks after completing Task 3. Final analysis 1 week after receiving comments from the TOCOR.

Task 5. Development of branding for NCEA GCRP products

Based on the focused analysis done in the tasks above (NCEA GCRP products, web sites, communications goals and audiences, and the final communications plan), the contractor shall develop 3 alternative images or custom graphics, tag lines, and common formats for NCEA GCRP communications products, reports, and web pages, that best capture and express the mission of NCEA GCRP and the information we have to offer, that connects with the relevant audiences, and that comports with any relevant EPA guidelines or rules. This includes:

- Analyzing current and ideal stakeholder perceptions of our products
- Determining our "competitive" difference versus other governmental and non-governmental entities that produce similar types of information and tools
- Developing statements that accurately and powerfully capture our mission, vision and values for both scientific and resource management audiences
- Creating custom graphics and tagline (e.g., "Science that Delivers") that distinguish us from the competition and successfully positions us as a leader in climate change vulnerability and adaptation science
- Developing a common format for different types of products and web pages

The Contractor shall hold a half-day meeting with NCEA GCRP to vet the three alternative designs. Products in need of a common format may include videos, podcasts, presentations, brochures, one-pagers/handouts, atlases/maps, tools, databases, reports, and web pages.

- **Deliverable 5:** Draft designs for custom graphics, tag lines and common formats for NCEA GCRP communications products, reports and web pages, with accompanying memo that contains analysis of current and ideal stakeholder perceptions, succinct statements of mission, vision and values, and data/rationale supporting the proposed statements and designs, 4 weeks after completing Task 4. Half-day meeting with NCEA GCRP within one week of completing the draft designs and memo. Final design 1 week after receiving comments from the TOCOR.

Task 6. Production of near-term priority communications products

Using the approved common formats (under Task 5 above) for the different types of NCEA GCRP products, the contractor shall prepare one-page summaries and other communications products, for the Program, including the following:

- 20 watersheds study
- ICLUS tool
- Bioassessment analysis
- Wetlands vulnerability assessment
- Project on monitoring networks
- CRE pilot studies
- CAT tools
- Climate scenarios
- Land use scenarios
- Atlas of vulnerability
- National Estuary vulnerability cube
- Urban resilience cube

Deliverable 6: Drafts of the above one-pagers 2 weeks after common formats are approved (under Task 5 above). Final one-pagers 1 week after receiving comments from the TOCOR.

Task 7. Development of web site pages and materials, and maintenance

Using the “visual identity” developed for NCEA GCRP web pages in Task 5 above, the contractor shall implement the broad recommendations for web site design from Task 2.3 above, making sure to keep the design consistent with the EPA template. The contractor shall develop three alternative detailed structures and organizations for all NCEA GCRP information and document how the structures and organizations adhere to good web design and reach NCEA GCRP target audiences and accomplish the specified goals. The contractor shall hold a half-day meeting to vet the alternative designs and rationales with NCEA GCRP. Once the detailed structure is approved by the TOCOR, the contractor shall develop the content and pages for all of the past and current products. The contractor shall make sure to have the staff, resources, and technical expertise necessary to create, maintain, and distribute information using the World Wide Web. This includes the ability to:

- Convert documents from WordPerfect, Word, ASCII, Excel, Lotus, and other software into language for the Web site (i.e., HTML, XML, etc.), establishing appropriate links between and within documents.
- Convert images, audio, or video for Internet access.
- Offer additional Web-based services such as instant messaging, meetings, Web chats (i.e., Webinars or netmeetings), RSS feeds.
- Develop new Web pages that comply with EPA requirements and Section 508, a regulation that states that Web sites of Federal agencies must be accessible to individuals with disabilities. (See <http://usability.gov/accessibility/508.html>.)
- Develop new Web pages using principles of good Web design, including but not limited to the principles outlined at the Federal Web site usability.gov.
- Design new graphics or icons or obtain photos and images that can complement the content of the Web site.
- Conduct usability testing and consulting.
- Create Web forms or Web applications, searchable databases, and other programmable

- systems as requested.
- Create one or more wikis, for example, as shared work spaces or to connect with specific partner or user groups, as needed based on the communications plan.
 - Develop other products identified for the web site in the approved communications plan

In addition, the contractor shall be expected to keep current on EPA and industry standards and trends in web design, development, usability, and applications and to suggest improvements/enhancements in NCEA GCRP's web sites so that the public site and intranet are of high quality, use current technology, and meet performance expectations of the industry. The contractor shall assist the NCEA GCRP with keeping up-to-date and complying with federal web policies.

The contractor shall also prepare publications for the web, including converting text to a Web-friendly format, taking into consideration:

- Use of plain language
- Information mapping
- Chunking text
- Font size and style

Programming skills will also be required. The contractor must be able to design databases with appropriate user interfaces.

Deliverable 7.1: Three draft alternatives (with rationale and documentation) for the web site structure and organization within 2 weeks of completing Task 5. Half-day meeting with NCEA GCRP within one week of completing the three alternative web site structures and organizations. Final web site structure 1 week after receiving comments from NCEA GCRP and the TOCOR.

Deliverable 7.2: Draft web pages and appropriately formatted products, 3 weeks after approval by the EPA TOCOR of the web site structure and organization. Final web pages, 1 week after receiving comments from the TOCOR.

Task 8. Quality Control

The accuracy and timeliness of web site content reflects on the credibility of NCEA GCRP. The contractor shall be responsible for making sure that all components of the web site are functioning smoothly at all times. The contractor shall ensure that all pages undergo a detailed quality assurance check including coding, links, spelling, grammar, compliance with Section 508, etc. The contractor shall conduct link checking at least once per month. Broken links will be reported to the TOCOR immediately and fixed within 1 working day.

Deliverable 8: Corrections of codings, spelling, grammar, compliance with Section 508, and link checking once per month with errors reported (including broken links) to the EPA TOCOR immediately and fixed within 1 working day.

Task 9. Marketing and Promotion

The contractor, in consultation with NCEA GCRP, shall develop a promotion plan for the NCEA GCRP web site and implement the promotion plan after approval by the TOCOR. The plan will identify goals, objectives, and tactics for promoting awareness of the NCEA GCRP web site. The

contractor shall also evaluate the use of web 2.0 technologies such as blogs, wikis, social networking, YouTube and/or art contests, and twitter.

Elements of the plan will include:

- Strategies to improve rankings in various search engines
- Use of e-mails to promote the site and encourage other sites to link to us
- Identifying awards and submitting applications
- Submitting web pages and descriptions to search engines

The promotion plan will be submitted 2 weeks after completing Task 7, in particular, completing the web page designs. The contractor will implement the plan after approval by the TOCOR. On an annual basis, the contractor will review the promotion plan and update it with new tasks and priorities.

Deliverable 9: Draft promotion plan 2 weeks after completion of Task 5. Final plan 1 week after receiving comments from the TOCOR. Begin implementation of promotion plan within 1 week of approval by the TOCOR and conduct annual reviews and updates to the plan from the date of initial implementation onward throughout the period of performance for this TO.

Task 10. Tracking and Evaluation

The contractor shall monitor and evaluate monthly server logs to determine patterns of use and other trends. These data shall be included in a monthly and annual report to the TOCOR. The contractor shall also conduct usability testing as needed. Testing will also be used for any new, unique, or special sections of the web site.

Deliverable 10: Monthly and annual reports to the TOCOR of web site use, beginning after completion and posting of all of the NCEA GCRP web pages. Results of usability testing 2 weeks after the TOCOR requests the tests.

Task 11. Prepare for transition and TO closeout

At the end of this TO, the contractor shall cooperate fully with the successor contractor and participate in meetings and/or telephone conversations in which current procedures and activities are discussed in detail. The primary goal is to ensure smooth and orderly transition with minimal disruption to the Web site. The transfer shall include transfer of property, files, software or programming, and any government-furnished equipment.

Deliverable 11: Transfer of all requested property, files, software, programming, government-furnished equipment (if applicable), and other incidentals within one week of the request by the TOCOR.